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ADventure

Western Kentucky University's
Advertising newsletter

A New Look at New Faculty
Members

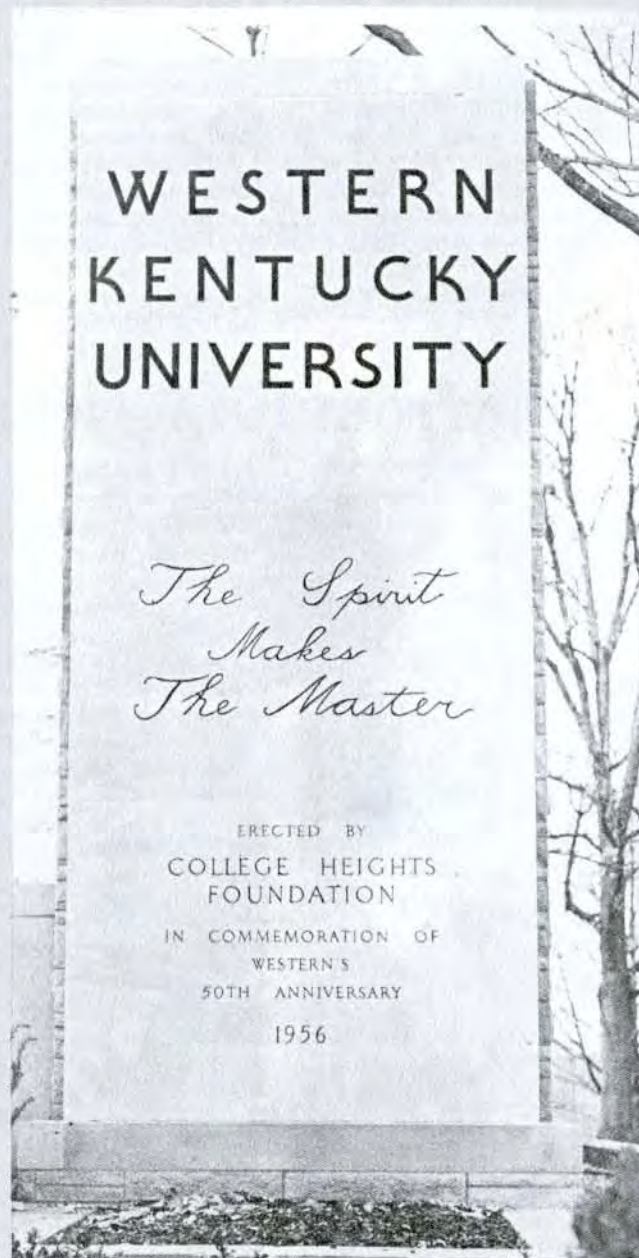
1987-88 Scholarship Winners
Announced

Ad Club Honored at National
Convention

Spotlight on Ad Club Career
Seminar

Western Students Partici-
pate in High School Work-
shop

Graduate Update



Fall 1987

The Search is Over...

Albers named new journalism department head

By Neil Armstrong

After a diligent search by Western, Jo-Ann Huff Albers was chosen as the new journalism department head.

Albers, a Cain's Store, Ky. native, was named to the position after being selected over two finalists recommended by a search committee in February. The 27-year journalism veteran was the only finalist who was not associated with a university.

Although she has not taught before, Albers has a history of interaction with higher education. She graduated from The University of Miami, Ohio, and received her master's degree from Xavier University. She has been an active member on accrediting teams and has chaired four of them with the Accrediting Council for Education in Journalism and Mass Communication.

One of the teams Albers headed accredited the advertising and public relations sequences at Western in 1986. In addition, she became familiar with the staff and instructors in Western's journalism department while a member of the Kentucky Press Association.

Albers, most recently a general news executive with the Gannett News Service, attended a class over the summer at the Leadership Institute in the Gannett Center for Media Studies at Columbia University to familiarize business executives with the academic community. She found it extremely helpful.

Albers doesn't see any drastic changes for the department and she doesn't feel that her business orientation will interfere with academics.

"My contacts seem to add to their contacts. I see an elevation of what everyone is already doing," she said.

Albers said she hopes that through some of her contacts with various foundations, more resources will be available to the journalism department.

As for the advertising sequence, she was delighted that new faculty was added. This will ease the responsibilities of all the advertising staff and will greatly benefit the students, she said.

"Students should immediately feel that more faculty are available," Albers said.

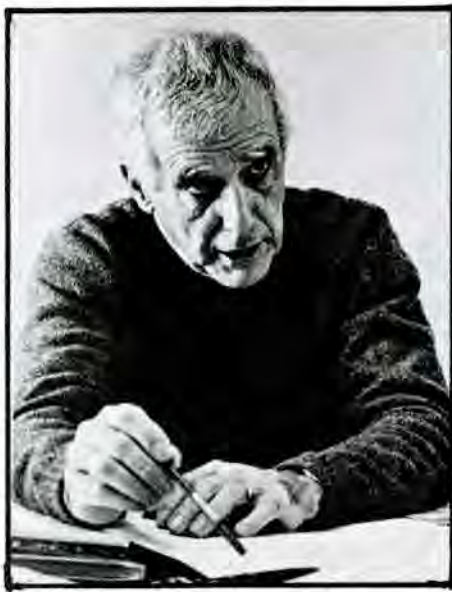
With the increased number of advisers, students will receive more individual attention and the addition to the staff will prove valuable in the long run, she said.

The future plans Albers has for the advertising sequence was much the same as those she has for the entire department.

"I want to build on the strengths that are already here."

Speaking from Experience

By Holly Houston



Gil Stengel, one of Western's new advertising faculty members in the journalism department, finds teaching rewarding because it's challenging to make the light go on for his students.

Stengel, who teaches print design, principles of advertising and broadcast advertising, said his teaching goal was to improve his teaching ability.

He advises advertising students to be sure of what they want to do. "Set your sights on what you really want to do," he said. "Set long-term goals. Don't lose sight of those goals, even if it means you have to take an interim job."

Before registration, Gil Stengel offers advice to a student. Stengel teaches print design, broadcast and principles.

Stengel, a Louisville native whose main interest is graphics, has 26 years of experience in the ad field. He is part owner of the Louisville ad agency Smalley, David, Richardson and Stengel, where he served as creative director until July of 1987.

He became interested in graphic art after high school and enrolled in The American Academy of Art in Chicago. After the Academy, he went to Los Angeles to attend The Art Center College of Design for four years.

Stengel got his first advertising job directly out of school as art director in a studio where he handled all of the studio's graphics. In 1976, he progressed to agency work where he eventually became part owner. He also taught graphics classes at Jefferson Community College for five years.

Marketing Manager Moonlights at Western

By Robert Whatley

Charles Forrest, the Marketing Manager at Union Underwear, began his first teaching job in the field of advertising research this fall semester. He is teaching part-time at Western Kentucky University.

"I cover a broad range of fundamentals in advertising, and we've been touching on secondary research in the areas of audits, focus groups, positioning, and

tele-poles," he said. He enjoys teaching and says he is learning as he goes.

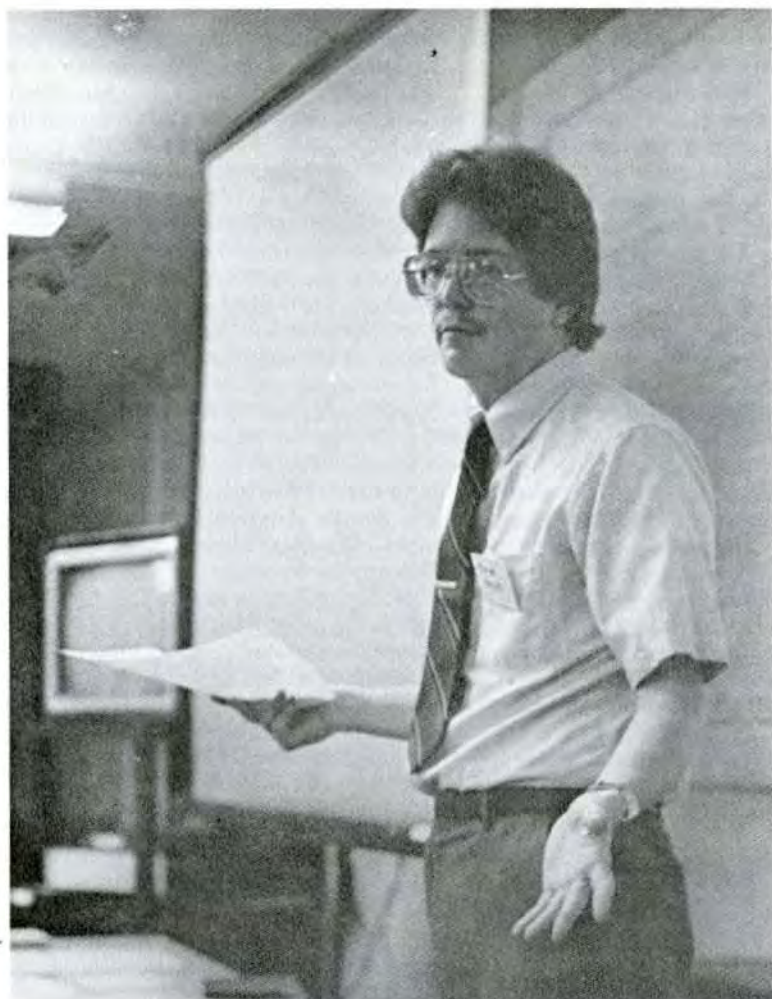
Forrest began his tenure at Union Underwear in 1983 and is in charge of the Fruit-of-the-Loom fashion line and thermal underwear. Before joining Union, Forrest worked for Haynes Litwear in Asheville, N.C.

He said his work at Union is challenging and that he gets a great deal of recognition in his field. "I get the best of both worlds. I work in a small town for a

major company," he said.

Forrest began work immediately after attending college at Wake Forest University in Winston-Salem, N.C. He was a member of the American Marketing Association and was also involved in Greek activity as a member of the Theta Chi Order fraternity.

He is originally from Winston Forest, N.C., but now calls Bowling Green home. He has a wife and two children—a boy, 2, and a girl, 6.



Future Ventures

By Jeanine Finocchiaro

Internships can be a great opportunity for college students to gain valuable experience in their field of study.

Many Western advertising majors completed internships during the summer or were involved in internships this fall.

Stephanie Schilling, a senior from Scheller, Ill., worked for Landmark Community Newspapers in Shelbyville.

Many times Schilling filled in for people who were absent; therefore she had a wide variety of tasks. She worked as advertising manager for two weekly newspapers, The Trimble-Banner and The Anderson News.

Her job included selling sections of newspapers, laying out ads, and traveling to small towns throughout Kentucky and part of Indiana.

"My job helped me to learn to adapt to different situations and taught me to be more flexible. It also helped me to gain a better understanding of small town newspapers," Schilling said.

She heard about the job through a representative from Landmark News who visited Western, and received her internship after an interview.

Randy Ward was an intern at WSMJ Radio in Glasgow, his hometown. By sending resumes followed by phone calls and interviews, Ward was able to land a job as an advertising sales representative.

His job was mainly selling commercial time on the radio.

"My internship definitely helped me to better understand my major because it made a practical application of the things we had studied in class," Ward said. "It allowed me to go beyond what I had learned at school."

Paula Rutherford a Somerset senior, worked on an internship this fall at the Cockrel Corp. while attending Western.

The corporation publishes three magazines: The Kentucky Farmer, The Tennessee Farmer, and Back Home in Kentucky. Rutherford's job included doing lay-outs and paste-ups.

"My position is helping me to learn better production techniques," Rutherford said. "I think things learned in my classes and working on the campus newspaper helped me in my job."

Rutherford had an interview with the owner and then called the company at least once every week after the interview. She was eventually hired.

Other Western advertising majors involved with internships included: Patty Adams, Planning and Marketing, Central Baptist Hospital, Lexington; Emily Cecil, Doninger and Doninger, Louisville; Victor Giancola WVEZ-WAKY Radio, Louisville; Mary Anne Hailey, Clayton Printing, Madisonville; Rachel Howard, Messenger Inquirer Advertising Department, Owensboro; Ron Jarrel, Paducah Sun Extra, Paducah; Beth Kachallek, Bowling Green Tourist/Convention Commission, Bowling Green; Ed Kinney, Kinko's, Bowling Green; Debbie Kirsh, Rosenthal, Greene & Campbell, Bethesda, Md.; Kim Marshall, WAKY Signs, Bowling Green; Joe Murphy, Firestone Tire & Rubber Company, Akron, Ohio; Alicia Rodriguez, The Cadiz Record, Cadiz; Tod Smith, Bingham Advertising Concepts, Bowling Green; Cheryl Smith, Newspaper Printing Corporation, Nashville, Tenn.; James Roark, Courier-Journal, Louisville; Pam Carey, Landmark Communications; K.K. Cheah, Castner Knott, Nashville, Tenn.; Leslie O'Shoney, Crook & Chase Show, Jim Owen's Entertainment, Nashville, Tenn.; Leanne Banna, Evansville Courier, Evansville, Ind.

Stringer Wears Many Hats

By Kathleen Harder

Mrs. Carolyn Stringer, coordinator of the advertising sequence at Western Kentucky University, has been named Chair of two national American Advertising Federation (AAF) committees.

Mrs. Stringer, an associate professor, is a member of the AAF Executive Academic Committee, which oversees the work and activities of the 155 student AAF chapters.

Mega-District is the newest committee of the AAF, and Mrs. Stringer is the chair. The duties of the committee include reviewing the problems of conducting district competitions with more than 16 participating colleges and universities and to make recommendations on changes in the structure of district competition.

Mrs. Stringer also heads the College Chapter Achievement competition, her second term as chair. The committee recommends forms and timing of appropriate publicity, makes suggestions for additions to or deletions from program categories and wording changes, and makes suggestions for appropriate judges.

Mrs. Stringer, who has been a Professor at WKU for 11 years, is also a



member of two other committees in AAF. These are the National Student Advertising Competition and the Publicity/Visibility committee.

In addition to membership in several committees, Mrs. Stringer has been

asked to prepare a manual for advisors and student presidents of each chapter across the United States. It is to be a "how-to" manual for running a student chapter in which WKU will be the primary example.

Survey Says...

Advertising good for economy, yet sometimes dishonest

By Leslie O'Shoney

America's future journalists support the role of advertising in the U.S. economy, but they question its honesty.

So say results of a survey conducted in the fall of 1986 by Ted Kidd, assistant professor of advertising at Western.

Although advertising honesty is questioned, these students are willing to bear the social cost of business freedom in order for the free enterprise system to work.

In the survey of over 500 journalism students from 11 colleges, 86 percent of the responses to the statement "the U.S. economy is strengthened by advertising," were positive.

However, the survey also found 50 percent believe that "deceptive advertising is commonplace in business."

The study revealed future journalists are plainly skeptical of business advertising practices, yet are equally distrustful of more government regulation on advertising.

"Apparently, the student journalists recognize that they live in an imperfect world; one in which business freedom carries with it social cost they are willing to bear in order for the system to work. In short, the students are not willing to throw out the baby with the bath water," Kidd said.

Results of the survey may have an effect on business leaders attitudes to

alleged biased reporting by the press.

For example, only one out of four surveyed believed "corporate advertising presents a clear and accurate picture of a company." And 58.7% believe "deceptive advertising is commonplace in business."

Responses to government regulation on advertising and business show that only one-third of the student journalists would favor more government controls on advertising and 27 percent feel regulation on business would bring down prices, therefore supporting free market competition.

The survey was evenly divided between juniors and seniors and two-thirds of respondents were female.

Scholastic Achievers

By Tonia Hutchins

Three Western students, Stephanie Schilling, Randy Ward and Paula Rutherford, have received advertising scholarships for this school year.

Stephanie Schilling, a senior advertising major, received the American Advertising Federation scholarship.

Qualifications were based on grade point average, involvement through AAF, campus activities and community activities.

Schilling said that when she learned she had qualified for the scholarship, she filled out the forms and sent them in.

"I didn't think too much about it. I almost forgot about it, then I was notified in early April that I had won the scholarship for District Five. I was really surprised," she said.

She had competed with other students from District Five, which consists of 21 universities in Kentucky, Ohio, and West Virginia.

Schilling, a native of Scheller, Ill., is

president of the Ad Club and assistant copy editor-cut line editor for the Talisman yearbook.

She received \$1,000 for the 87-88 school year.

"It was the easiest \$1,000 I ever made," she said.

Some day, Schilling said that she would like to be an account executive for an advertising agency in St. Louis, Mo.

Randy Ward, also a senior advertising major, received the John B. and Clarence M. Gaines Award.

The scholarship amount is \$500 and is awarded to students with outstanding academic achievement, professional growth, and involvement in advertising-related activities.

The award is given in memory of the founder of the Park City Daily News, John B. Gaines, and father of the current Daily News Publisher and Editor, Clarence B. Gaines.

Ward, who is the Advertising Club treasurer from Glasgow, accepted the scholarship at the Advertising Career

Seminar luncheon on November 4.

Upon graduation, Ward would like to work for an advertising agency in a larger city.

Another student, Paula Rutherford, a senior in advertising, received the Kerrie Faye Stewart scholarship.

The scholarship was named after Kerrie Faye Stewart, an advertising major at Western who died four years ago.

Rutherford, who is an Advertising Club member from Somerset, received the \$150 scholarship last spring. She works in Bowling Green at Cockerall Corp. preparing layouts for magazine pages.

"I feel very honored to receive this scholarship. Even though I never knew Kerrie Faye, I've learned (from others) that she was a very important and very special person," Rutherford said.

In the future, she said she would like to work in Lexington for a magazine or an advertising agency.

In the Name of Excellence

Tammy Hood

A scholarship has been established in honor of former WKU Assistant Professor Carl C. (Pat) Jordan.

The scholarship will be given to an advertising major who has demonstrated exceptional creative ability in any phase of advertising. The student receiving the award must be a sophomore, junior or senior, according to Mrs. Carolyn Stringer, head of Western Kentucky Univer-

sity's advertising sequence.

The scholarship was funded by Jordan's students, his former business associates, faculty and friends.

Many of them attended a dinner in his honor last spring. Forty-five graduates were present, according to Mrs. Stringer.

"I was quite surprised and really quite flattered," Jordan said.

Before coming to Western, Jordan had a variety of advertising experiences, including teaching at Eastern New

Mexico University. He also received a degree from the American Academy of Art. Jordan joined the McCann-Erickson Agency in Louisville, where he remained for 26 years, eventually becoming vice president.

Jordan began teaching at Western in 1979. Over a five-year period as a full-time teacher, his subjects included advertising media, broadcast advertising, principles of advertising and print design.

Field Day

Students and faculty present high school workshop

by Kelly Harrison
and Ron Jerrell

A journalism workshop held October 2 at Waggener High School in Louisville attracted 92 junior and senior high school students from 14 different schools.

The workshop was conducted by students and faculty members of Western's journalism department and was composed of individual seminars in advertising, newswriting and photography. The idea for the workshop came from Donna Ludwig, principal of Waggener High School.

The advertising section attracted 25 students interested in learning more about advertising.

"It was refreshing to see so many talented young people who were interested in the advertising business," said Carolyn Stringer, associate professor and coordinator of the advertising program at Western.

Along with Stringer, assistant professors Ted Kidd and Gil Stengel ad-

vised four Western students in compiling information for the program and helped field questions from the workshop participants.

To begin the program, senior advertising majors Brian Knopp from Radcliff and Ron Jerrell from Paducah presented a skit on "How not to sell an ad."

Following laughter from the students, Knopp and Jerrell proceeded with tips on "Know your paper" and "Know your customer." To finish the two sections, Knopp and Jerrell presented a skit on the appropriate way to sell an ad.

Next, senior advertising majors Paula

Rutherford from Somerset and Stephanie Schilling from Scheller, Ill. presented the copy and layout section of the program. This section included an exercise in arrangement of the elements of an ad which sparked student's interest in learning more about advertising fundamentals.

The program ended with a presentation on Western's advertising program. A question and answer period followed which allowed the students the opportunity to talk one-on-one with Western students and faculty.

Four Western advertising seniors conduct a series of programs at Waggener High School in Louisville. Pictured clockwise, are Brian Knopp, Radcliff; Paula Rutherford, Somerset; Ron Jerrell, Paducah; Stephanie Schilling, Scheller, Ill. At right, Knopp and Jerrell present a skit on sales techniques.



Major Moves

Ad Club hosts Fall Career Seminar

Between work, classes and Thursday nights, it was easy for Western students to forget the real reason they had come to college in the first place — to have a career.

The WKU Advertising Club got students back on track with its "Advertising Career Seminar," held Nov. 4 in Downing University Center.

"It went off without a hitch," seminar coordinator Paula Rutherford, a senior advertising major, said. "I was extremely pleased with it."

"The first session featured something new. Carlos Martin, vice president of marketing for Union Underwear, conducted an actual interview with senior advertising major Mike Hughes.

"Mike did well since he answered the questions precisely," Martin said. "The key is listening. You must listen carefully in order to give a precise answer."

Hughes felt he had the most difficulty when asked to evaluate himself. Martin suggested that students learn to project a "positive image."

"Don't be too hard on yourself,"

Martin said.

The next presentation featured Tom and Cindy Baker of Baker Communications in Lexington, who spoke about the excitement and variety of jobs in smaller agencies.

"A small agency is the most exciting thing you can get into," Tom said. "You get to wear a lot of different hats."

A slide presentation portrayed what went on during a typical day at Baker Communications, including sales, media planning and production. The Bakers also showed a video "spoof" of the advertising agency business.

Advertising majors should start out in sales because "it is good training," Tom said. He also believed that every individual had some measure of creativity. It just had to be brought out.

"You learn the creative process," Tom said. "One of the ways you can learn is by reading about advertising."

The last session dealt with careers in retail advertising.

Pam Brown, advertising director of Castner Knott in Nashville, Tenn.,

spoke enthusiastically about her retailing job. Even though she had held the position for eight years, "It never exhausts my creativity," she said.

Retail ads were judged strictly on the sales they generated, Brown said. As a result, she felt retailing provided valuable experience to students just beginning their careers.

Brown's advice to graduating seniors was to have "perseverance, dedication, and ask a lot of questions."

Speaking with Brown was Castner Knott General Merchandise Manager Mike Walsh, who called retailing a "constantly changing" business.

A luncheon featuring new journalism department head Jo Ann Albers was held at noon. Afterwards, students were given the opportunity to meet individually with the speakers.

"The students seemed to get a lot out of the seminar," Rutherford said.

Two of the speakers also gained something from their involvement.

"The Bakers wrote and told me they had found a renewed purpose in their lives," Rutherford said. "Teaching students had inspired them."



Assistant professor Ted Kidd, right, talks with Daily News publisher Pipes Gaines, left, and managing editor Don Stringer.

Graduate Success

Creatively Speaking

By Brigitte Sparks

A Western Kentucky University graduate has been named creative director of a Cincinnati advertising agency.

Daryl Knauer, who graduated in 1980, assumed the position of creative director at TechnEGrowth Inc. about six months ago. Before that, he was a copywriter.

Knauer's daily duties involve supervising art and copywriting as well as coming up with initial concepts, themes, and ideas for clients. Knauer writes, edits, and helps the artists on jobs. He supervises all artwork and makes sure deadlines are being met.

Knauer says he has found the job he wanted. He added that advertising is more practical than he thought it was. It involves meeting the demands of customers and has more constraints than he expected, he said. Knauer enjoys his new promotion because it is more challenging than copywriting and involves more sides of the advertising business.

Before joining TechnEGrowth Inc., Knauer worked for Brewer, Jones, and Feldman and for the advertising department at the South-Western Publishing Co., which publishes high school and college textbooks.

Knauer said Western prepared him

well for the creative sector of advertising, but that he wishes he had been better prepared for the business aspects, such as estimating costs and planning budgets.

Knauer worked on The College Heights Herald as assistant ad manager while he was attending Western. He was also a member of the Ad Club and said the guest speakers gave him a good idea about which advertising jobs existed.

Knauer won two awards from the Addy club in Cincinnati and one Andy Award from the Ad Club in New York. Both are based on creativity.

Tuning in to a New Career

By Jamie Raybon

Kurt Steier, a 1986 graduate of Western, has an occupation some students only dream about—the 24-year-old is promotion director for radio station WHAS in his native Louisville.

Steier's responsibilities include overseeing promotion activities, keeping within the radio station's promotion budget, sending press releases, ordering advertising material, supervising interns, and working with the program director.

"It's sort of like working for a small agency," he said.

WHAS, 84 on the AM dial, is an adult contemporary station. It has news coverage each hour. "Our sister station is WAMZ. It's the number one overall station in Louisville. WHAS is the number two station," he said. WHAS is celebrating its 65th anniversary this year.

While at Western, Steier was a member of the Ad Club. He was also an active member of the University Center Board, and was in charge of public relations.

Although happy with his present position, Steier said he ultimately wants to get into sales. "I want the opportunity to develop myself because of all the opportunities," he said.

He recommends that advertising students get involved on campus and in different organizations.

An internship, he said, is another good thing to have under your belt. He also thinks it's important that a person learn how to write a resume that reflects the strengths of the writer.

Graduate Assistance

By Rob Jett

Marketing research coordinator Lisa LeCompte advises students to never back off when looking for a job.

LeCompte, a 1983 graduate and former president of the Ad Club, lives in Shelbyville and works at the Kentucky Fair and Exposition Center in Louisville as market research coordinator. Her department is responsible for bringing trade

shows, conventions and concerts to the Expo Center.

"It's just an indescribable feeling inside when you look for a job," LeCompte said. "Nobody is really prepared for the real world. Two key words in being a success are 'determination' and 'motivation.'" She added that it's a process which takes time, even up to a year, but graduates just starting out should never give up and should always sell themselves.

Her advice to students selecting courses to take in college is to concentrate on their strong points, but the students should not feel limited. "Work on what you are best at doing, but try to expand to different areas for more experience," she said.

She also encourages internships. They can help to make connections, she said, but most importantly, as hers did, an internship can lead to a full-time job.

Campaigning... for Drug-Free Youth

By Gleneva Chambers

Western Kentucky University's 1987 fall campaigns class, instructed by Carolyn Stringer, prepared a public service campaign concerning drug abuse.

The campaign was directed toward the parents of teens and preteens. The campaign's main goal was to educate these parents in handling their children using or being influenced by drugs.

Mrs. Stringer said that every campaign starts with research. After gathering data, the class composed a survey given to parents in the Bowling Green area. Ron Jarrel, a class member, said "We have surveyed 199 parents. They all seem to think that their children will be exposed to drugs, but the majority feels that their child would never use them. What we are trying to make them realize is that if their child is exposed to drugs, they will more than likely try them."

Media played a big part in the campaign. The students planned to run newspaper ads as well as radio and television. They also planned to use a publicity vehicle.

The finished product was to be presented to a local group called Parents for a Drug Free Youth. It will receive a plans book consisting of research and media. A live audio visual presentation was to be given by the students.



The Campaigns class discusses artwork for its drug abuse campaign. They will present the campaign to a local parents group.

The students plan to enter the campaign in the National AAF competition for public service. Western's campaign class won the award in 1986 for the Hobson House campaign.

The campaigns class, Journalism 481A,

consisted of 11 seniors. When asked why the class chose to do drug abuse, Jerrel replied, "We decided to do a public service campaign because it gives us more freedom. We feel it is our campaign."

toward a Sweet Success

By Marty Ladusaw

Research has already begun on Western's attempt to win first place in the 1988 National Student Advertising Competition.

Twenty-one universities entered this year's competition, which is sponsored by the American Advertising Federation and focuses on Nestle's chocolate bars.

"This is the first time we've begun research so early," said Carolyn Stringer, coordinator of the advertising sequence in the journalism department. "We usually don't begin work on the campaign until the spring semester, but we found that this ties in with some of the fall classes so we started a little early this year."

Since Western entered the competition in 1980, it has finished in the top three every year.

If effort is any indication, that success will continue.

Last year Western finished third

behind the University of Ohio, and Kent State. Last year's campaign was on the Chevy Cavalier. Everything went so well in the last campaign that some people involved were disappointed when they finished third.

So far, the research that has been done has been in the form of taste tests or focus groups, where the research helps students try to find out what groups they will target their campaign toward. They will constantly use the information they receive now while constructing the campaign. In the taste tests the students asked not only which candy bar tasted better, but what made Nestle's chocolate stand out from the others. For example: Was it creamier? Did it have a richer flavor? Was it smoother? etc.

This year's presentation team will be selected through a speaking competition tentatively set for immediately after spring break. The actual competition is set for late April in Cincinnati.

Carlos Martin, Union Underwear marketing vice president, conducts an interview with Nashville senior Mike Hughes.



Jo Ann Albers addresses guests attending the seminar luncheon. Albers was chosen journalism department head in February.

At the luncheon, Randy Ward accepts the John B. and Clarence M. Gaines Award from Daily News publisher Pipes Gaines.



Tom Baker speaks about opportunities in a small agency. He was president of Baker Communications in Lexington.



Ad Club Honored at National Convention

By Melissa Patterson

The American Advertising Federation presented its college chapter awards June 7 at its national convention in Orlando, Fla., with the Western Advertising Club winning a first place award in the programs category.

Stephanie Schilling of Scheller, Ill., and Jennifer Strange of Bardstown, were there to receive the award for Western.

This is the second year the AAF has presented the college chapter achievement awards. The Ad Club has received four of the ten awards given: one for public service, one for career development, and two in the programs category.

The purpose of these awards is to

recognize the efforts of the best AAF student chapters around the country. These awards are set up very much like the professional competition sponsored by the AAF. "Not only does this honor secure the name of Western's Ad Club into trade publications across the U.S., but it also familiarizes this name to top leaders of the advertising community," Schilling said.

The AAF judges a chapter's programs by reviewing a booklet submitted from each chapter describing the activities of the past school year. Schilling was in charge of submitting this booklet, which was composed of many Ad Club activities. The complete booklet contained letters, bulletins, pictures and a closing sum-

mary of activities.

Other categories in the college chapter achievement awards were, public service, career development, publications, and membership. Nationwide, 155 student advertising chapters were eligible to enter.

Ann Bowman, leader of the student division of the AAF, presented the awards after a luncheon held with Brandon Tartikoff, president of NBC Entertainment.



AMERICAN ADVERTISING
FEDERATION MEMBER

Another Record Year

By Sabra Saad

Western Kentucky University's Freshman Record, a publication of the Interfraternity Council and Panhellenic Association, offers experience for Western advertising students and a fund-raiser for the Ad Club during the school year.

The Freshman Record is a mini-yearbook for incoming freshmen. This publication offers pictures and names of incoming freshmen as well as helpful advice and information about campus life.

Stephanie Schilling, president of the

Ad Club for 1987-88, was the editor for the 1987 Freshman Record.

Schilling was in charge of the front cover and the opening 19 pages. These pages included photos of student life and answers to the most frequently asked questions of freshmen. Schilling covered such topics as living in the dorms, Western's food services, participation in school groups, sports, and fraternities and sororities. These pages also told students how to obtain more information on specific subjects if needed.

The back pages of the Freshman Record

contain ads from local merchants and campus organizations. Western advertising students are given the valuable opportunity of selling these ads and the Ad Club is paid a commission for the ads they sell. This year the Ad Club earned approximately \$200 in commission. The Ad Club can use that commission for activities during the 1987-88 school year.

Schilling said that one of the best parts of the Freshman Record is the beginningsales experience that the advertising students receive.

New Faces in Familiar Places

By Mike Greenwell

The WKU Ad Club organized a get-acquainted meeting in honor of new faculty for the journalism department Sept. 3 in Garrett Conference Center.

The purpose of the meeting was to introduce students to new members of the faculty. Stephanie Schilling, president of the Ad Club, introduced Jo-Ann Albers, the journalism department head, and Gil Stengel, a full-time advertising teacher. Each spoke briefly about their backgrounds.

Albers commented on the high quality of the department and spoke briefly about what she hoped to accomplish this year.

The journalism department also welcomed two part-time teachers—Don Stringer and Charles Forrest. Stringer, the managing editor of the Daily News, teaches basic reporting for advertising

students. Forrest, marketing manager and manager of operations for corporate licensing at Union Underwear, teaches research in advertising.

Guests at the meeting included Lester Schwartz, vice president of advertising for Union Underwear, Jim Weber, sales promotion director for Union Underwear, and Pat Jordan, retired assistant professor from the advertising program.

A reception following the meeting gave students and others an opportunity to talk to the new faculty. Approximately 50 people attended the meeting.

Joe Leosch, music director for Admark Productions in Nashville, speaks to the Ad Club about jingle house productions.





Happy Holidays

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